

## CLAIMS

1. (original) A folding magazine insert comprising: a means for emitting a sound enclosed in a foldable support structure, emitting sounds upon unfolding; said means for emitting a sound comprising an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure, the foldable support structure comprising a primary page and a secondary page, the electronic microchip sound generating device held in the secondary page by folding the secondary page, wherein the secondary page is folded-over itself along a fold line and held together by double sided tape adhered at a top edge, bottom edges, inner edge and channel edges thereof; wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that the microchip sound generating device is retained halfway between the vertical and horizontal midpoint of the secondary page and the outer edge of the secondary page.
2. (original) The folding magazine insert of claim 1 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page.
3. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device includes a flat speaker facing down.
4. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device includes a flat speaker facing up.
5. (original) The unfolding magazine insert of claim 1 wherein the microchip sound generating device includes three 1.5 V button batteries.

6. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device is adhered to a film forming a modular template, the modular template having a tongue stick section, a speaker section and a battery section, wherein the battery section includes a microchip controller, each section adhered by glue to a sticky tape with a removable liner such that when the liner is removed, the sticky tape is revealed, the sticky tape sticking the modular section to the proper position on the first and secondary pages.
7. -9. (cancelled)
10. (original) The folding magazine insert of claim 6 wherein the tongue distance between the tongue attachment means and switch on a microchip and battery section is held constant by the film, such that after adhering the film to the primary and secondary pages the distance between the attachment means and the switch is held constant.
- 11-27. (cancelled)
28. (original) The folding magazine insert of claim 1 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page; and wherein the microchip sound generating device includes a flat speaker facing down.
29. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device includes a flat speaker facing up and wherein the microchip sound generating device includes three 1.5 V button batteries.
30. (original) The folding magazine insert of claim 1 further comprising a magazine receiving the folding magazine insert as if it were a single sheet of paper of approximately the same physical qualities as any other page of paper in the magazine.
31. (original) The folding magazine insert of claim 1 further comprising a magazine receiving the folding magazine insert as if it were a single sheet of paper of approximately the same physical qualities as any other page of paper in the magazine.
32. (original) The folding magazine insert of claim 31 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page; and wherein the microchip sound generating device includes a flat speaker facing down.

33. (original) The folding magazine insert of claim 31 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page; and wherein the microchip sound generating device includes a flat speaker facing down.
34. (original) The folding magazine insert of claim 31 wherein the microchip sound generating device includes a flat speaker facing down.
35. (original) The folding magazine insert of claim 31 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page.
36. (new) A folding magazine insert comprising:  
a speaker enclosed in a foldable support structure, emitting sounds upon unfolding;  
wherein the speaker is part of an electronic microchip sound generating device; and  
a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure,  
the foldable support structure comprising a primary page and a secondary page, the electronic microchip sound generating device held in the secondary page by folding the secondary page, wherein the secondary page is folded-over itself along a fold line and adhered at a top edge, bottom edges, inner edge and channel edges; wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that the microchip sound generating device is retained between the secondary page and the outer edge of the secondary page,  
wherein the folding magazine insert further comprises a magazine having a plurality of pages, wherein the plurality of pages have a page inner edge that is adhesively bound to the magazine, wherein the folding magazine insert is also adhesively bound to the magazine.
37. (new) The folding magazine insert of claim 36 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page; and wherein the microchip sound generating device includes a flat speaker facing down.
38. (new) The folding magazine insert of claim 36 wherein the microchip sound generating device includes a flat speaker facing down.

39. (new) The folding magazine insert of claim 36 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page.
40. (new) A folding magazine insert comprising:  
a speaker enclosed in a foldable support structure, emitting sounds upon unfolding;  
wherein the speaker is part of an electronic microchip sound generating device; and  
a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure,  
the foldable support structure comprising a primary page and a secondary page, the electronic microchip sound generating device held in the secondary page by folding the secondary page, wherein the secondary page is folded-over itself along a fold line and adhered at a top edge, bottom edges, inner edge and channel edges; wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that the microchip sound generating device is retained between the secondary page and the outer edge of the secondary page,  
wherein the folding magazine insert further comprises a magazine having a plurality of pages, wherein the plurality of pages are adhesively bound to the magazine, wherein the folding magazine insert is also adhesively bound to the magazine and fitting between the plurality of pages.